

Agenda day two

25.04.2024 MAIN STAGE



MAIN STAGE

09:00 Entry

The doors open at 08:30 am - so you can start networking over your first coffee or find yourself a good seat.

MAIN STAGE

10:15 Opening

(Vortrag auf Deutsch)

Event opening and welcome from the host.

Moderation:



Inken März

Sales Summit Moderation

MAIN STAGE

10:30 Key account management in transition

(Vortrag auf Deutsch)

Key Account Management has undergone significant change over time. In the past, it mainly focused on sales and the maintenance of customer relationships. Product, price and good customer relations were crucial for successful Key Account Management. Today, the focus has broadened and it is about a holistic approach along the entire value chain, with the focus and goal of generating added value for all parties involved: Retailer, Manufacturer and End Customer. Florian Weiß and Frederic Speicher will jointly explain how Key Account Management at Robert Bosch Hausgeräte GmbH is affected by this and which solutions are chosen to remain Europe's No. 1.



Florian Weiß

BSH Home Appliances



Frederic Speicher

BSH Home Appliances

Moderation:



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Sales Summit Moderation

MAIN STAGE

11:00 Panel in preparation

(Vortrag auf Deutsch)

MAIN STAGE

**11:45 Fireside Chat:
War for Talent**
(Vortrag auf Deutsch)



Dr. Jens Hutzschenreuter
Digital Business Group

Moderation:



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MAIN STAGE

12:15 Lunch break

MAIN STAGE

13:15 Keynote in preparation
(Vortrag auf Deutsch)

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MAIN STAGE

13:45 Digital transformation in sales
(Vortrag auf Deutsch)

How is digitalization changing the sales business? Which tools and software solutions are being used and what do new successful processes in sales look like?



Sophia Krekel
StepStone



Katja Seum-Weltin
NetCom BW



Marcus Gallmann
ROMACO



Arne Oberbeck
REMONDIS

Moderation:



Daniela Bojahr
eCommerceDB

MAIN STAGE

14:30 **Customer proximity in B2B sales**

(Vortrag auf Deutsch)

What does customer proximity mean in modern B2B sales and how much personal contact is necessary for successful retention?



Romina Menke
DARE



André Buck
The Berner Group



Robin Engelbrecht
Telefónica Business Sales



Jascha Ahmadi
Philips



Marco Plöger
*Ströer Deutsche Städte
Medien*



Maximilian Steinhart
Karlsruher SC

MAIN STAGE

15:15 **Social selling in B2B in an easy way**

(Vortrag auf Deutsch)

Who doesn't know it!? When we go on social platforms, we are regularly disappointed by boring posts or bad sales pitches. Our own sales people are frustrated that this social selling doesn't work and simply no customer responds. We want to spare you these disappointments! Benjamin Bodden will take you on his personal social selling journey, tell you about his first steps as a social seller, how he became a corporate influencer and keynote speaker, how he won customers, how he inspired and trained sales teams in social selling, and how he helped shape the social selling strategy at Fujitsu.



Benjamin Bodden
Fujitsu

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15:45 **Keynote in preparation**

(Vortrag auf Deutsch)

Moderation:



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MAIN STAGE

16:15 **Main Stage Speaker Awards Ceremony**

(Vortrag auf Deutsch)

The top three speakers from our Main Stage will be honored. You decide which speakers you found particularly inspiring, charismatic and innovative. Voting will take place using our app. Access is via your ticket code.

Moderation:



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MAIN STAGE **16:30** **Networking, drinks & music for all participants**

MAIN STAGE **20:00** **End of Sales Summit 2024**

Agenda day two

25.04.2024 MASTERCLASSES



MASTERCLASSES 10:15 **State of the European Sales Tech Space 2024**
(Vortrag auf Deutsch)



Dr. Jens Hutzschenreuter
Digital Business Group

MASTERCLASSES 16:15 **Masterclasses Speaker Award Ceremony**
(Vortrag auf Deutsch)

The top three speakers from our Masterclasses will be honored. You decide which speakers you found particularly inspiring, charismatic and innovative. Voting will take place using our app. Access is via your ticket code.